Tack-don HAN et al.
Appl. No. 09/758,212
April 22, 2005

<u>AMENDMENTS TO THE DRAWINGS</u>

A Replacement Sheet and Annotated Marked-Up Drawing showing Figs. 4A, 4B and 5

are submitted herewith.

REMARKS/ARGUMENTS

In accordance with the requirement of the Examiner, a Replacement Sheet and an Annotated Marked-Up Drawing are submitted herewith. The Annotated Marked-Up Drawing shows the changes to Figs. 4A, and 4B in which the word "INFORMATION" is properly spelled.

Claim 4 stands rejected under 35 U.S.C. 112 for the reason that there is insufficient antecedent basis for the terms "the data cells" in line 4 and "the data area" in lines 7-8. It is noted that claim 4 depends from claim 22 wherein the terms "data area" and "data cells" are positively recited. Accordingly, there is a sufficient antecedent basis for these terms in dependent claim 4.

Claim 4 has been objected to by the Examiner because of the mis-spelling of the word "parity" as "party" in line 3. This informality has been corrected in the present Amendment.

Claims 4 and 20-34 stand rejected under 35 U.S.C. 102(e) as being clearly anticipated by *Wilz et al* (U.S. Patent No. 6,152,369). As stated by the Examiner, *Wilz et al.* discloses an advertising method comprising the steps of:

Setting up a code conversion table in which a plurality of characters including numerals and symbols are mapped to corresponding colors or shades (Fig. 4; Fig. 7A, blocks C and D; col. 24, lines 14-20 "the Composition/Printing Module is used to automatically generate a URL-encoded bar code symbol information structure..."; col. 4, lines 51-67);

Receiving address information for providing a service of pre-determined advertisement (col. 34, lines 4-6 "Java-encoded bar code symbols can be applied to consumer products in order to (i) access information pertaining to present or future sales (e.g. specials) and/or advertising;...");

Converting characters included in the address information into colors (black or white) or shades (dark and light) according to the code conversion table (Fig. 7A, block D **"GENERATE AN URL-ENCODED BAR CODE SYMBOL INFORMATION STRUCTURE FOR EACH WWW INFORMATION RESOURCE..."**; col. 24, lines 14-20 "the Composition/Printing Module is used to automatically generate a URL-encoded bar code symbol information structure..."; col. 4, lines 51-67);

Combining the converted colors or shades to generate a code image which can be physically or electronically represented (Fig. 4, item 40 (the bar code in the Internet Browser Window); Fig. 7A, block D; col. 24, lines 14-20 "the Composition/Printing Module is used to automatically generate a URL-encoded bar code symbol information structure..."; col. 4, lines 51-67);

It is apparent that *Wilz et al.* only discloses that URL information is converted into a abar code symbol which is formed by only two colors (black and white) or two shades (dark and light). Applicants' advertising method and apparatus, as recited in the amended claims herein, differs significantly from the system for storing, accessing and displaying HTML-encoded documents disclosed in *Wilz et al.* in that, according to the present invention, address information is converted into a combination of at least three kinds of colors or shades, and the converted colors or shades are assigned to a plurality of cells to generate a code image. The code image is formed of the plurality of cells in each of which one of at least three kinds of colors or shades is assigned. This novel method and apparatus clearly is not anticipated or even rendered obvious by the teachings of *Wilz et al.*
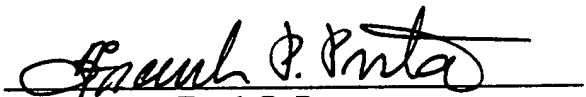
   Wilz et al. fails to disclose or even suggest Applicants' method and apparatus wherein a plurality of characters are mapped to at least three kinds of colors or shades, and each character included in address information is converted into a combination of colors or shades to generate a code image formed of a plurality of cells in each of which one of at least three kinds of colors or shades is represented. *Wilz et al.* discloses a bar code system in which information is represented by the <u>thickness</u> of a series of <u>black and white bars</u>, and thus clearly fails to disclose or suggest that the code image may be formed of a plurality of cells in each of which information is represented by one of at least three kinds of colors or shades.

   In view of the above amendments and remarks, it is submitted that claims 4 and 20-34, as amended herein, are clearly allowable to Applicants, and formal allowance of these claims is earnestly solicited.

           Respectfully submitted,

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FIG. 4A

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ADDRESS INFORMATION/INDEX INFROMATION

INFORMATION

FIG. 4B

42

43

SERVICE INFORMATION	ADDRESS INFORMATION/INDEX INFROMATION

INFORMATION

FIG. 5

INDEX INFORMATION 51	ADDRESS INFORMATION 52
16513212110	comsci.yonsei.ac.kr
16513212111	http://comsci.yonsei.ac.kr
16513212112	165.132.121.10
e16513212112	mailto:bright@kurene.yonsei.ac.kr
t16513212112	kurene.yonsei.ac.kr
comsciyonseiackr	comsci.yonsei.ac.kr
redcrosstype01	www.hospital.ac.kr